14. (New) A method for bleaching medium consistency cellulose pulp comprising the steps of providing a stream of said cellulose pulp, generating a stream of ozone-containing gas having an ozone concentration of at least 20% by weight, and radially injecting said stream of ozone-containing gas into said stream of cellulose pulp so as to provide a stream of bleached cellulose pulp without using a high-sheer mixer during said steps, wherein said ozone-containing gas has a mean residence time of about 10 to about 40 seconds in said cellulose pulp.

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- 15. (New) The method of claim 14, wherein said ozone-containing gas has an ozone concentration of more than 300 g/m^3 .
- 16. (New) The method of claim 14, wherein said bleaching step is conducted without using an upflow bleach tower.
- 17. (New) The method of claim 14, wherein said bleaching step is conducted without using a mixer.
- 18. (New) The method of claim 14, wherein the injection of said stream of ozone-containing gas into said stream of cellulose pulp creates a gas void of no more than 12%.
- 19. (New) The method of claim 10, wherein sufficient number of nozzles are provided for even distribution of said ozone-containing gas in said stream of cellulose pulp.
- 20. (New) A method for bleaching medium consistency cellulose pulp comprising the steps of providing a stream of said cellulose pulp, generating a stream of ozone-containing gas which is substantially free from chlorine and has an ozone concentration of at least 20% by weight, and radially injecting said stream of ozone-containing gas into said stream of cellulose pulp so as to provide a stream of bleached cellulose pulp without using a high-sheer mixer during said steps.

